Nebraska Wesleyan University

Marketing Minor (18 hours)

Catalog

2014-2015

Departments

1. Business (Adult Undergraduate)

Marketing Minor (18 hours)

BUSAD 2000 Principles of Marketing	3 hours
Select 5 electives from the following: (At least two should be marketing-focused, these courses are marked with an apostrophe*)	15 hours
BUSAD 4200 Marketing Management*	3 hours
BUSAD 3500 Consumer Behavior*	3 hours
BUSAD 4300 International Marketing*	3 hours
BUSAD 3400 Promotional Strategy*	3 hours
BUSAD 4600 Business Ethics	3 hours
BUSAD 4700 Entrepreneurship	3 hours
COMM 2600 Mass Media	3 hours
COMM 4200 Conflict Resolution	3 hours
COMM 3201 Persuasive Communication	3 hours
COMM 3300 Public Relations	3 hours
COMM 3600 Principles of Advertising	3 hours
JOURN 2640 Design for Print Media	4 hours